



# Communication Audit & Ease of Use Plan

November 2005

# Agenda

- **Communications Audit**
  - Outcome of site visits
  - Process
  - Key findings & recommendations
- **Ease of Use Plan**
  - Specific actions to implement the objectives of efficiency, effectiveness and error tolerance.
- **Questions**
  - After each main section

# Communication Audit

- **Evaluate the communications process in four primary scenarios:**
  - Day-to-day inquiries
  - New releases
  - New users
  - System outages
- **Assess the readability of system generated documents**
- **Participants**
  - eWiSACWIS Maintenance & Operations
  - CGI/AMS
  - County managers
    - *In-person & telephone interviews*
  - Front-line workers
    - *Communication Workshops @ PAW/TAW*

# Counties Represented

- Calumet
- Columbia
- Dodge
- Door
- Eau Claire
- Florence
- Fond du Lac
- Forest
- Jackson
- Jefferson
- Kewaunee
- Manitowoc
- Marathon
- Marquette
- Menominee
- Pierce
- Polk
- Racine
- Rusk
- Vilas
- Waukesha
- Waushara
- Winnebago
- Wood

# Key Findings

- **The responsibility for communication is decentralized.**
  - There is no explicit communication lead or individual with communications expertise.
  - The channels used are appropriate, but not coordinated
    - *Email*
    - *Web-based support*
    - *Help desk*
    - *Face-to-face (both state and county)*
- **Communication to front-line staff is largely dependent upon supervisors.**
  - Possibility for bottle necks
  - Dependent on supervisors' system expertise
- **Email list management is decentralized and manual.**
  - Confusion about how and who gets on and off lists



## Key Findings (cont.)

- **Communication is geared toward super-users and technical staff.**
  - The people who are developing the communication are typically more technically knowledgeable than their audience.
- **Communication focuses on system issues, but users need to understand the policy.**
  - Users want and need a good understanding of the context (policy) in which the system is used.
  - For some, the first exposure to a policy change is a system change.
- **Communication is event-driven and reactive.**
  - Strive for ongoing and proactive.
- **Delivering information through multiple channels is necessary.**

## Key Findings (cont.)

- **In-person, face-to-face communication is perceived as high value.**
  - "Social workers are people people."
  - State and county
- **The credibility of communication increases when the source of the communication is closest to the user.**
  - It's easier to ignore messages from people you don't know.
- **The readability of system-generated documents is not effective for end users.**
  - College reading level
  - Redundant
  - Dense text
  - Don't meet the needs of the audience.

# Recommendations

- **Identify a communication lead to coordinate multi-channel communication on an ongoing basis.**
- **Move toward an automated, user-driven communication model.**
  - Role and security-based
  - Opt-ins driven by user
- **Structure communication to provide “need to know” information first and “nice to know” later.**
  - Monitor readability levels
- **Identify web metrics to monitor and enhance online resources.**
  - Use current resources to identify issues (pages visited, exit pages, most frequently used pages, time on the site).



## Recommendations (cont.)

- **Develop online resources that are user focused.**
  - Plans to revise Knowledge Web underway.
- **Deliver regularly scheduled refresher training and system updates.**
  - Training strategic planning underway (eWiSACWIS training committee)
  - Super user training (train-the-trainer)
- **Support workers' need to understand both the policy and the system.**
  - Links from Knowledge Web to policy information
  - Coordinated policy and system training
- **Use face-to-face communication (e.g., in-person training) to deliver high value communication.**

## Recommendations (cont.)

- Leverage the credibility of county technical staff, super users and county contacts.
- Establish a team and a process to revise system generated documents.
- Consider alternative communication tools as new options arise and needs change.

# Communications Audit Questions

# Ease of Use Plan

- **Usability objectives**
  - Effectiveness
  - Efficiency
  - Error tolerance
- **Making the objectives tangible**
  - Ease of Use Action Plan
  - Top ten approaches
    - *Review for viability (technical and policy)*
    - *Ongoing*
    - *Under consideration*
    - *In progress*
    - *Scheduled*
    - *Completed*
    - *Do not pursue*

# Top 10 Approaches

- 1. Implement a user centered design and development process.**
  - Ongoing
  - Training underway
- 2. Establish a goal to eliminate end-users having to enter data into the system more than once.**
  - Ongoing
- 3. Review and revise the eWiSACWIS Style Guide and associated system functionality to support system ease of use and web-based interaction conventions.**
  - Ongoing as system evolves
  - Under consideration/in progress



## Top 10 Approaches (cont.)

4. **Confirm that the recently implemented changes to the search functionality meet end-user needs through usability testing. Modify search functionality if usability test results indicate the need for further revision.**
  - Under consideration
5. **Implement a process for editing work after it has been saved and correcting errors in the system.**
  - Under consideration
  - Streamlining the approval process.
  - Allowing users to edit selected documents such as case plans.
  - Continue the requirement that users who created the work, edit their work.

## Top 10 Approaches (cont.)

- 6. Revise the format of system generated documents to meet the needs of the range of end-users.**
  - Referred to the Case Plan Work Group
- 7. Refine communication channels based on Communications Audit recommendations.**
  - In progress
- 8. Leverage common web application functionality to enhance efficiency, including the ability of workers to collaborate as a team on cases.**
  - Under consideration
  - eWiSACWIS Training Committee

## Top 10 Approaches (cont.)

- 9.** Begin the planning process for migration away from a client-server user interface to a web-based application user interface, including an updated information architecture and navigation model.
  - Under consideration
- 10.** Establish benchmarks for end-user competence with the tool. Strive for a “zero” training goal. Users should be able to become proficient on the primary tasks required after they have completed policy training.
  - Under consideration

# Ease of Use Plan Questions

# Thank You!